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George Marshall
Bestor Robinson
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to recommend that you vote for—

Ansel Adams August Frugé Maynard Munger Raymond Sherwin

—in addition to
Edgar Wayburn

for the
SIERRA CLUB
Board of Directors

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through Membership Contributions by:

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SIERRA CLUB *members,*

*for Responsible Conservation
Leadership*

Vote for—



Ansel Adams

World-renowned photographer;
Veteran conservation fighter on
national and local battles.
Board member since 1934.



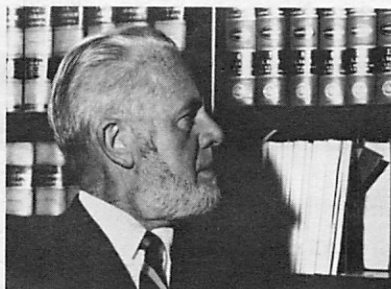
August Frugé

Director, Univ. of Calif. Press;
Past-Chairman, Mother Lode
Chapter. Chairman, Sierra Club
Publications Committee.
Cross-country skier.



Maynard Munger

Mgr. John M. Grubb Co. Effective
1968 S.F. Bay Chapter Chairman.
Active in Redwoods Nat'l Park
and Wild Rivers Legislation.
Leader in river touring.



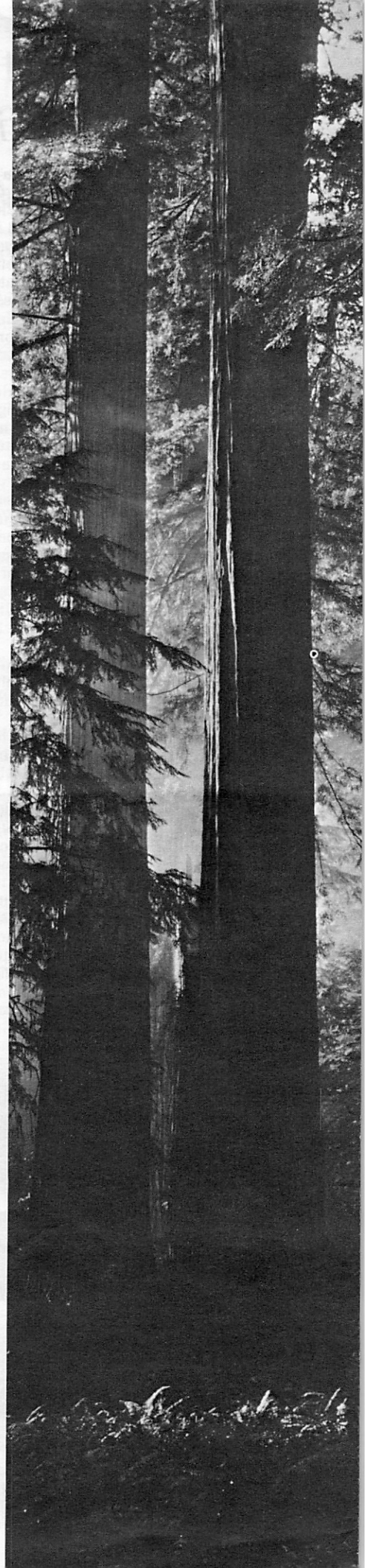
Raymond Sherwin

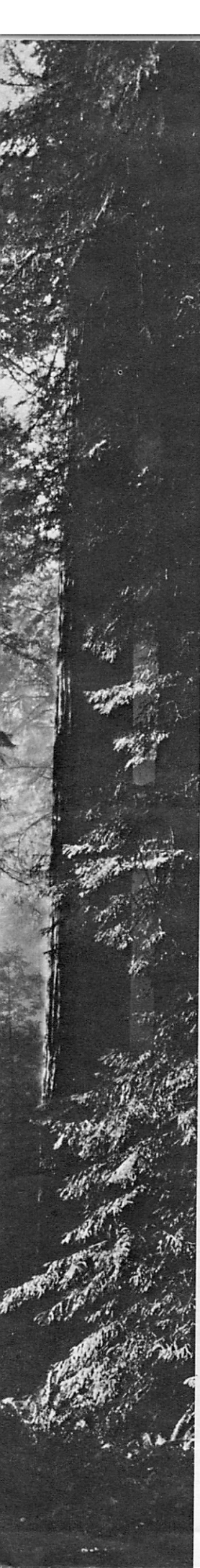
Judge, Superior Court. Led
brilliant Minaret Summit
highway battle. Expert in
conservation through law.
Climber.

*—in addition to
Edgar Wayburn*

for the

SIERRA CLUB
Board of Directors





Anatomy of Crisis – documented facts

The worsening crisis in Sierra Club affairs demands close attention by members voting in the coming Board of Directors election. Internal rifts have been growing for years, but in 1968, when David Brower first had a sympathetic majority on the Board, problems became much more severe. Pro-Brower candidates in 1968 campaigned with mailings and advertisements in violation of existing policy. Several sound candidates were defeated by these means.

The confusion attending the present Sierra Club crisis clearly shows that members have been kept in the dark too long – hence this report.

Financial Problems

The Sierra Club's finances are in genuine difficulties. This was apparent last Spring when Pres. Wayburn appealed to all members for special donations to keep the Club and its programs alive. In the first ten months of 1968, the Club spent \$274,000 more than income, and worse yet, the net worth of the Club was down to \$390,000 on Oct. 31. Even the Sierra Club Permanent Fund of \$427,000 (for the protection of Life Memberships and support of long-range conservation work) is sadly impaired by \$300,000 in bank loans and insufficient net worth.

Book Publication Losses

During this same ten months of 1968, the publications program alone lost \$129,000. In the previous five years, publications have lost a total of \$230,000 according to the audits by Farquhar & Heimbucher and by Price Waterhouse & Co.

The great value of books as one of many tools in planned and concerted conservation battles remains unquestioned. But during the last five years, publications have tied up over \$1 million in funds, with most of that (\$631,000) in book inventory and thus unavailable for conservation and other purposes. Clearly, books should be published only when they can be justified on conservation and economic grounds.

Nevertheless, it has been Mr. Brower's practice in recent years to proceed with production of an unapproved or disapproved book and to later present the Board with a *fait accompli*. The Board must then either approve the book (after the fact), or risk direct confrontation. Brower has usually won the showdown.

Conservation Budget Slashed

The Sierra Club conservation budget last year was originally set at \$402,000 but was slashed so that only $\frac{3}{4}$ of this figure was actually available for critical conservation tasks such as the **North Cascades, Grand Canyon, Redwood National Park, and the Wilderness Act.**

The effect of such cuts can be tragic, as for example in the case of funds to support important wilderness land classification studies. Of the \$18,000 originally budgeted for 1968, only \$3,900 was actually available. Mountain and forest lands that might have been secured forever under the Wilderness Act of 1964 may instead feel the bite of the logger's saw; the shovels, scoops, and crushers of modern mining technology.

Funds for the 1969 conservation budget will be even smaller; the budget draft figure for the year

being \$271,000. The amount actually available could be much less, and conservation's cause greatly weakened as a result.

By contrast, publicity for books quickly ate up the 1968 budgeted \$240,000 and then gobbled up \$60,000 more. Conservation has clearly suffered at the expense of producing and selling books.

Focus on David Brower

For more than ten years, Brower, as Executive Director, has supplied the chief motive power for the Sierra Club. His energy, ambition, and will to succeed have led the club to many victories. But increasingly over the past few years, those qualities have turned into arrogant self-will, and to an obvious desire to have total control of the Sierra Club.

It is disagreeable to report that the present crises and problems of the Sierra Club mainly revolve around Mr. Brower. Without his support, the Sierra Club's embarrassing Diablo Canyon "gyrations" would not likely have come before the public to spoil the Club's prestige and image of responsibility. Without his practice of spending vast sums for unapproved projects, the Club would not be in such serious financial difficulties. And without the latter, the Sierra Club could have been much more effective in important conservation efforts.

Profligate Spending

The best known of Brower's recent unauthorized expenditures is for a 1½ page ad in the New York Times (1/14/69) advertising an international book program that had not been approved by the Board of Directors. The price of the ad was first set at \$10,500, but other preparation costs raise this figure to over \$16,000. The ad was prepared by a San Francisco public relations firm. The same firm's office was used as the site of Brower's press conference and Board election campaign kick-off on Feb. 7, 1969. The firm has been on retainer to the Sierra Club for \$20,000 per year.

Recently it was discovered that Mr. Brower had apparently contracted for the making of a movie film about a wildlife sanctuary in the Indian Ocean. Such a project had not been approved by the Board; neither the President nor the Controller knew anything about it. The issue came to light only when the film maker's attorney in England filed a demand to the Sierra Club for payment of his client's claims.

It was also recently learned that Mr. Brower has spent Club funds for bills at a San Francisco restaurant in Nov. Dec. 1968 averaging over \$500 per month, and over \$1,800 in conservation funds for a Christmas party.

Brower's Libel Threats

When some local Chapter newsletters began printing facts (such as the above) about Brower's irresponsible actions, Brower's personal attorney in Dec. 1968 wrote letters threatening editors of newsletters with libel suits unless they withdraw from efforts to inform the Club's members. These threats were rejected by those who received them. No suits were filed – a clear indication that the threats had the sole purpose of intimidation.

—Redwood National Park A monument to many
Sierra Club volunteers

—photo by Howard King

The Sierra Club's greatest resource — The Membership

With thousands of dedicated supporting members and a cadre of active volunteers, the Sierra Club conveys its message with strength far exceeding the voices of its 70,000 members. Our brilliant successes in conservation — such as the Redwood and North Cascades National Parks — are the results of the Sierra Club's unique structure and tradition, which strongly emphasize membership participation.

Volunteers form the Club's legal staff, the Outings and Publications Committees, and local and regional conservation groups. Volunteers hold office at all levels of govt. from local Chapter posts to the Board of Directors and its President. All give dedicated service — without pay.

The paid professional staff is employed to advise and assist in all areas of the Club's endeavors. Our successes are not the work of one man alone, however charismatic, but derive instead from spirited but orderly staff-volunteer cooperation — and the flood of letters from thousands of members.

Control of the Sierra Club must never be taken from the membership. Growth of the Club can best be accommodated by strengthening the periphery — the Chapters — and not through massive centralized control at a single location. Only with membership control can the Sierra Club continue to attract vital membership volunteer forces in conservation and outings.

A Platform for Action **Concerned Members for Conservation**

—abridged text

- Vigorous conservation program with strong membership participation.
- Sound financial management with full protection of restricted funds.
- Balanced publications program closely tied to conservation and outings goals.
- Increased support of member activities in conservation and outings.
- Balanced and productive relationship between Board of Directors, Staff, and membership.

BALLOT PROPOSALS

CMC recommends

1. **Against** reversing prior membership decision on Diablo Canyon.
2. **In Favor** of protecting the Sierra Club's permanent fund.
3. **In Favor** of dues increase with Chapter allocation.*

* CMC endorses the Dues Increase provided that responsible men are elected to the Board of Directors and in control of Sierra Club finances.

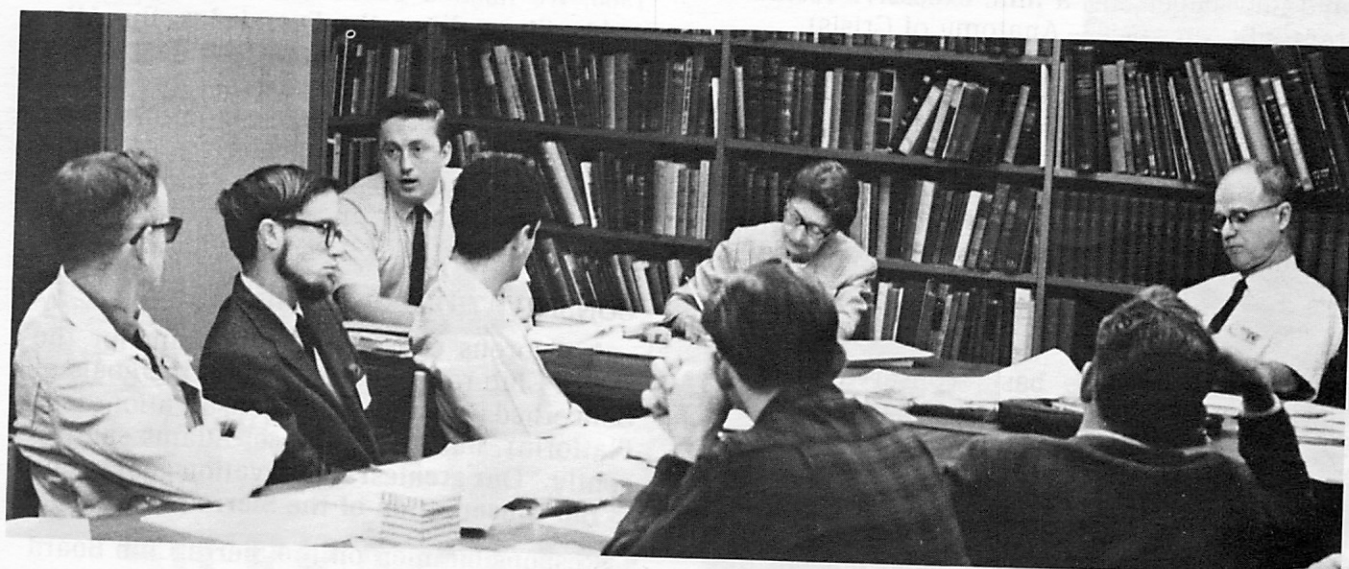
CHAPTERS ENDORSE CANDIDATES

Many Chapter Executive Committees have now officially endorsed **Ansel Adams, August Frugé, Maynard Munger, Raymond Sherwin, and Edgar Wayburn.**

Chapters endorsing are:

John Muir, Los Padres, Riverside, Lone Star, Mother-Lode, Kern-Kaweah, Tehipite, Toiyabe, San Diego, Angeles, and S.F. Bay Chapter.

Loma Prieta Chapter endorsed these as well except that Nicholas Clinch was endorsed in place of August Frugé. Clinch has now withdrawn from the race.



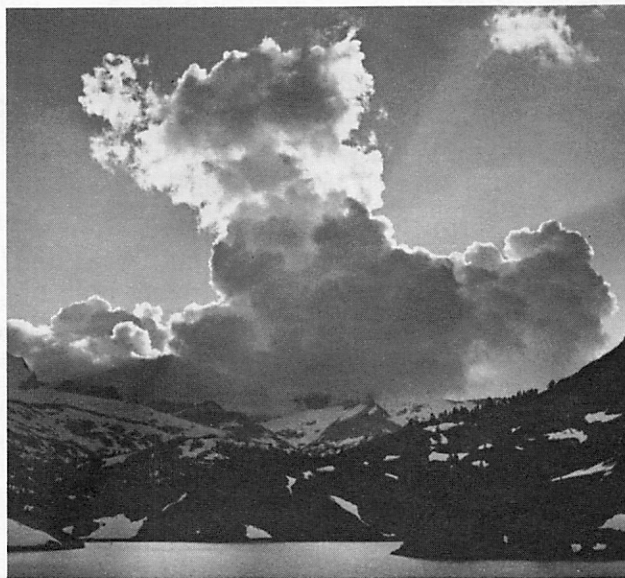
Sierra Club volunteer conservationists in action—
shown here discussing Calif. water quality problems
with representative of the Federal Water Pollution
Control Administration (1/69).

The SIERRA CLUB *must be preserved!*

Seventy-six years of struggles & victories in creation of Parks, and preservation of mountain wilderness — is only half the SIERRA CLUB story.



—by Carol Dienger



—by Ansel Adams

Rich and vigorous outdoor experience gives life-long meaning to a dedicated membership.

SIERRA CLUB Conservation must be increased —

— and not further diminished — as it was in 1968, and will be again this year because of profligate spending on unauthorized books and newspaper ads, a film, excessive restaurant bills, etc. (see — Anatomy of Crisis).

Parks wilderness and wildlife, air and water pollution, land use planning and conservation's role in restoring beauty to the nation's urban scene are among the mammoth tasks we face; all demanding more than we can give.

The Sierra Club's basic conservation efforts—to preserve the vanishing natural scene in the United States—must never again be diluted by irresponsible actions. Lofty aims, such as Mr. Brower's proposed 100 volume Exhibit Format series of books on international subjects, are nice to dream about but fail to recognize the hard realities of Club finances and our urgent domestic conservation needs.

WE NEED BOOKS — the right ones

We need good hard-hitting books on conservation subjects of immediate concern. In 1968, we needed books on the **Oregon Cascades, Storm King, the Everglades, the Allagash, Lake Tahoe, San Francisco Bay**, and a new book on the **Redwoods**—more books than we can afford. Instead, we got books on Central Park and the Galapagos Islands; while this year, we're told we'll get books on the Scottish Highlands and the Swiss Alps—a long way from the seat of our problems.

CONSERVATION RATES HIGHEST

A vigorous conservation program for the Sierra Club rates highest among the goals of Concerned Members for Conservation (see Platform). But first, as Ansel Adams said recently, **"Our greatest conservation goal today, is the conservation of the Sierra Club itself."**

Responsible men on the Sierra Club Board of Directors are the vital means to guide the Club from crisis to leadership in conservation.